



### **Cultural Council Committee July 14, 2020 Meeting Minutes**

Pursuant to Governor Baker's March 12, 2020 Order Suspending Certain Provisions of the Open Meeting Law, and the Governor's March 15, 2020 Order imposing strict limitations on the number of people that may gather in one place, no in-person attendance of members of the public will be permitted at this meeting. Access via WebEx is provided for the required opportunity for public participation at the bottom of the agenda.

The Cultural Council meeting was held via Webex on July 14, 2020. The meeting was called to order at 7:07 p.m.

**Present:**      **Current Members** - Jennifer Kendall, Jordan Warnick, Ph.D, Hazel Warnick, Gail Hachenburg, Phil Giangarra, Karyl Wong, Rebecca Atwood  
                         **Potential Members** - Judith Moffit, Amanda Johnson, Angelica Crosby, Celeste Falcone

Resident Amanda Johnson was present and interested in being appointed to the Council. She has lived in Medway since 2016 was excited to learn more about the Council.

Resident Angelica Crosby was present and interested in being appointed to the Council. She has lived in Medway for three years would like to learn more about the Council.

Resident Celeste Falcone was present and interested in being appointed to the Council. She has lived in Medway for four and a half years, is a former art teacher and has subbed in the Medway Schools. Ms. Falcone is a ceramic artist and was on the Westford Cultural Council for a few years.

The Council members introduced themselves to the new, prospective members.

#### **Approval of Minutes:**

**Upon a motion by Ms. Kendall and seconded by Ms. Hachenburg, the Council voted unanimously to accept the minutes from June. The motion carried.**

#### **Treasurer's Report:**

Mr. Giangarra stated the Council returned the \$5,000 received from the town. This year, there will be another \$5,000 from the town and currently \$692 left over from

the arts week fund, totaling 5,692. Mr. Giangarra was able to have the \$600 charged to last year not this year.

**Grantee Liaison Report:**

Ms. Wong stated 16 grantees had been awarded grants and only a handful were able to do them. She reached out to the rest with dates after March and gave options to cancel, reschedule up until December 2021 or to put in another proposal for something different. One grantee's father was sick, so she gave back the grant money and the Council can decide what they want to do with it. Ms. Wong was unsure of the amount. Other grantees want to reschedule events at the Senior Center and Library. It is unknown if the events scheduled for the fall at the farm and Choate Park will happen. Jacqueline Volpe put together books last year and put in a proposal to make kits that can be distributed through the library and then have a Zoom meeting. The Canman of Visions Tattoo, Piercings & Art was going to create art in public places to paint and then auction off the paintings at a future event. He is still willing to do it. Ms. Hachenburg suggested broadcasting his work on Medway Cable Access and then putting it up on the Council's webpage. Ms. Wong commented Choate Park is a great place for him to create his art and she was thinking people could drive by. Ms. Wong will extend an invitation to the Canman to attend the next meeting to discuss. There will be a farmer's market later this month and that could be a possible location for Canman if it works with his schedule.

**Chairperson Report:**

Ms. Kendall is learning to use the Town's website and noticed a lot of content is old. She had an idea to have an artist spotlight each month on the Council's webpage and Facebook pages. She stated it can be a brief interview to ask different artists questions about what they do and what inspires them.

**Upon a motion by Ms. Hachenburg and seconded by Ms. Warnick, the Council voted unanimously to adopt an artist spotlight feature to work on each month. The motion carried.**

Ms. Kendall asked Sandy Johnston, Medway's Communication Director, to help with the spotlight. Ms. Hachenburg commented a video could also be posted. Ms. Johnson is happy to help with that because her background is marketing. Ms. Wong commented it is hard to get the word out and social media helps. Dr. Warnick explained his experience with posts on the Facebook and the webpage and explained the positive response of posts on the Friends of Medway Facebook page. Ms. Johnson spoke about the algorithm. She likes the idea of cross promotion and stated there may be another channel to use.

Ms. Kendall reached out to the Historical Society because she wanted a run down of the town and would like highlights. She would like to develop a stronger connection with them. She also reached out to Economic Development Commission for policy recommendations. She has been in touch with the Agricultural Committee

about their Agricultural Exhibit in Medway. Ms. Hachenburg asked everyone if an invitation to all these groups to have a meeting to get on the same page would be beneficial. Dr. Warnick suggested having a couple members run the interaction. There was a discussion about what action to take to reach out to others. **The Webex connection was poor.** Ms. Johnson suggested having a shared content calendar via a spreadsheet or a tab for each committee to keep track of content they would like to assist with promoting.

Ms. Kendall explained the Cultural Council gets funds from the Massachusetts Cultural Council and the Town to disperse and fund programs. Individuals apply and there is a meeting once a year where it is decided what funds are available and how they will be dispersed. The past couple of years the Council has been trying to incorporate Art Week. Ms. Atwood suggested new members go to the Massachusetts Cultural Council's website to see what other towns do and look up Massachusetts Art Week. Ms. Kendall stated this as a real chance to take that money and think about where it would be most beneficial.

**Upon a motion by Dr. Warnick and seconded by Ms. Hachenburg, the Council voted unanimously to form a subcommittee to handle marketing and publicity promotion through social media consisting of Amanda Johnson, Gail Hachenburg and Rebecca Atwood. The motion carried.**

Ms. Kendall spoke about forming a subcommittee devoted to art programming. There was a discussion about the focus of this committee and the fact it would be different from the grant cycle.

**Upon a motion by Dr. Warnick and seconded by Ms. Hachenburg, the Council voted unanimously to create a committee that will seek out art programming for Medway and bring back to the full committee with a structure that they can assert more readily with three people, at least, assigned to this. The motion carried.**

#### **Officer Changes:**

**Upon a motion by Ms. Kendall and seconded by Ms. Hachenburg, the Council voted unanimously to have Karyl Wong remain the Grantee Liaison. The motion carried.**

**Upon a motion by Ms. Kendall and seconded by Mr. Giangarra, the Council voted unanimously to have Gail Hachenburg become Chair of the new liaison subcommittee for art programming. The motion carried.**

*Celeste Falcone, Angelica Crosby and Judith Moffit will be on that committee.*

Ms. Kendall felt it would be great to have someone to check in with macreative.com and thought Ms. Warnick would be a great arts advocate.

**Upon a motion by Ms. Kendall and seconded by Dr. Warnick, the Council voted unanimously to have Hazel Warnick as arts advocate. The motion carried.**

Ms. Warnick stated she registered to be on the August 7<sup>th</sup> update.

**Upon a motion by Ms. Kendall and seconded by Ms. Wong, the Council voted unanimously for Jordan Warnick to be Vice Chair. The motion carried.**

**Approval of meeting schedule:**

Ms. Kendall stated anyone that would like to join the Council should email Liz Langely in the Town Administrator's office and request to be appointed and then they will meet briefly with the Selectmen at one of their scheduled meetings.

There was a brief discussion about scheduling the subcommittee meetings. Dr. Warnick stated winter holidays can interfere with meetings occurring in the last week of months. He suggested scheduling the meetings through June and cancel if needed. Mr. Giangarra will help with setting up the subcommittee meetings

**Upon a motion by Dr. Warnick and seconded by Ms. Warnick, the Council voted unanimously to schedule the second Tuesday of the month for the Cultural Council meeting and the 2<sup>nd</sup>, 3<sup>rd</sup> or 4<sup>th</sup> Tuesday for the subcommittee meetings. The motion carried.**

**Staggering of appointments:**

Ms. Kendall commented on staggering appointments so not everyone will expire at the same time. Dr. Warnick suggested reaching out to the town. He went on to say appointing initially for one, two or three years and then reappoint for three years, but not to exceed six years pursuant to MGL Chapter 10, Section 58.

Ms. Kendall was unsure what to expect from the MA State Cultural Council. Last year there was around \$6500 to give out for grants from the State. It is still important to have priorities set up to get out there and figure out who will promote the grants. She emailed the "Local Guidelines for Medway Cultural Council Grants" for everyone to review. There was a discussion about the language in the second paragraph, specifically police brutality. Ms. Crosby organized one of the marches in town. She stated she doesn't believe there is a police brutality situation, but there is a disconnect and the police do need funding. She went on to say they just hired a civil rights officer. There is a specific division training and dealing with mental health and only four officers have been able to take it due to lack of funding. Ms. Crosby has been speaking with the Medway Chief of Police and a lieutenant and stated they were incredible, supported the march and they were proud to be supportive against police brutality. The Council agreed priority will be given to local artists and projects that deal with social, environmental and economic crises. These

guidelines will be on the Cultural Council's webpage and are submitted to the State. Anyone can apply for grants as long as the project benefits the town.

**Upon a motion by Ms. Hachenburg and seconded by Ms. Warnick, the Council voted unanimously to accept the new guidelines with the editing. The motion carried.**

Ms. Kendall stated the Agricultural Council wants to put together an exhibit and would like the Cultural Council to support them.

**Upon a motion by Dr. Warnick and seconded by Ms. Warnick, the Council voted unanimously to support the virtual exhibit in whatever way the Agricultural Committee will need. There was a discussion about moving this to the sub-committee's tasks. The motion carried.**

**Community Art Project:**

Ms. Wong talked about keeping an idea in the back pocket for the future. There was a suggestion of putting some material together to have residents decorate front porches for a season. Ms. Wong will look up that initiative again and see how it was done. There was a brief discussion on how other states were creative in an artistic way to bring communities together during the first few months of the Pandemic.

Ms. Hachenburg commented on getting involved with flags for the town the next time they are due to change to make them more indicative to Medway. She gave a brief history of the Council's work and focus from the last three years.

**Cultural Inventory:**

Ms. Kendall asked the Council to think about who or what are some of the real assets that are hidden in town and highlight them with art and then have a brainstorm session to decide what should be posted on the website. She would like to have this discussion at the next meeting.

**Upon a motion by Dr. Warnick and seconded by Ms. Warnick, the Council voted unanimously Jordan to adjourn the Webex virtual meeting at 8:48 p.m. The motion carried.**

Respectively Submitted,  
Lisa Pacella  
Night Board Secretary